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SUBJECT: AMERICAN CHAMBER OF COMMERCE IN ETHIOPIA
SUCCESSFULLY LAUNCHED

¶1. The American Chamber of Commerce in Ethiopia (AmCham Ethiopia) held a successful launch ceremony on January 12, ¶2009. In prepared remarks, Girma Biru, Minister of Trade and Industry, lauded AmCham Ethiopia as a step forward in Ethiopian-American economic and commercial ties, and the Ambassador said AmCham can open the door to increased bilateral trade and investment and can also serve as a platform to address many of Ethiopia's economic challenges. AmCham Ethiopia, which was legally established on June 22, 2008 and became operational following the election of its inaugural Board of Directors on November 27, 2008, is just the third AmCham in sub-Saharan Africa. More than 160 leading businesspeople and members of the press attended the event. The Embassy and USAID provided AmCham advice, technical assistance, and logistical support throughout the formation and launch of the organization. The Embassy will continue to work with the AmCham and its members, which include such prominent companies as Boeing and Coca-Cola, to facilitate bilateral trade and investment.
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